

3. RESIDENT WILDLIFE VIEWING SURVEY

In this survey you will be asked to provide details of trips you and your household members took to view wildlife in Alaska in 2011.

Wildlife viewing includes any activities other than hunting or trapping in which seeing wildlife was important, such as photographing, counting and tracking, hiking, recreational boating, or camping.

For the purposes of this survey, a **trip** is an outing involving wildlife viewing, which begins from your home or another place, such as a vacation home, hotel, or a relative's home. A trip may last an hour, a day, or multiple days.

- If you and your household members took a trip to view wildlife and the trip was only for the purpose of viewing wildlife, you would answer the questions in this survey for your whole trip.
- If you and your household members took a trip to visit relatives, but during your stay you took a side trip to view wildlife, you would answer the questions in this survey considering only those wildlife-related portions of your trip (e.g., from the time you left your place of temporary lodging).

In which region of Alaska do you reside? [North, Interior, Southwest, Southcentral, Southeast]

[Alaska Regions map displayed]

Think back to all of the **trips** you and members of your household took in Alaska in 2011 that involved **wildlife viewing**.

1. Where did you and members of your household view **wildlife**? Select one or more regions shown on the map.
[North/Interior/Southwest/Southcentral/Southeast]
2. When in 2011, approximately, was your most recent **wildlife viewing trip** in the [region X] region?
 - a. Spring (March, April, May)
 - b. Summer (June, July, August)
 - c. Fall (September and October)
 - d. Winter (January-February 2011 and November-December 2011)
- 3a. For your [Q2 season] 2011 **trip** you and your household members took to the [region X] region, what type of wildlife did you hope to view? Please identify all species you hoped to see, even if you weren't successful.

1. Brown (Grizzly) Bear	8. Seabirds and Waterfowl
2. Black Bear	9. Birds of Prey
3. Moose	10. Other Birds
4. Caribou	11. Marine Mammals
5. Mountain Goat	12. Other 1(Please Specify):
6. Muskox	13. Other 2(Please Specify):
7. Wolf	14. Other 3(Please Specify):
- 3b. For your [Q2 season] 2011 **trip** to the [region X] region, what species did you actually view? Please also include species you didn't expect to see on your trip but you ended up viewing.

1. Brown (Grizzly) Bear	10. Other Birds
2. Black Bear	11. Marine Mammals
3. Moose	12. Other 1(Please Specify):
4. Caribou	13. Other 2(Please Specify):
5. Mountain Goat	14. Other 3(Please Specify):
6. Muskox	15. Other 4(Please Specify):
7. Wolf	16. Other 5(Please Specify):
8. Seabirds and Waterfowl	17. Other 6(Please Specify):
9. Birds of Prey	

For the trip you or members of your household took to the [region X] region during [Q2 season] 2011, please answer the following questions.

4. How many people from your household (including yourself) participated in the trip?
[# individuals]

5. How many people total (including members of your household, yourself, and others) participated in the trip?
[# individuals]
6. How far from your starting location (e.g., your home or temporary lodging) did you travel to view wildlife?
[miles]
7. How long was your trip? (Count each partial day as one.)
[# days]
8. How many days did you and other members of your household actively view wildlife? (Count each partial day as one.)
[# days]
9. Did you or other members of your group participate in any other activities, in addition to **viewing wildlife**, during your **trip**? Select all that apply.

Backpacking or hiking
 Biking (mountain or road)
 Recreational boating
 Camping
 Climbing
 Driving
 Fishing
 Flightseeing
 Habitat maintenance

Hunting
 Photographing
 Skiing
 Visiting friends or relatives
 Wildlife feeding
 Other (Please specify):

 None, just viewed wildlife

10. Would you or members of your household still have taken this **trip** if you had not planned on seeing wildlife?
[Yes/No]

11. Please rate your overall level of satisfaction or dissatisfaction with your [season] 2011 trip to the [X] region.

[Very satisfied/Moderately satisfied/Neither satisfied nor dissatisfied/Moderately dissatisfied/Very dissatisfied]

11a. Please indicate the extent to which each of these factors affected your overall level of satisfaction with your [season] 2011 trip to the [X] region.

[Increased a lot/ Increased a little/ Neither increased or decreased/ Decreased a little/ Decreased a lot]

1. Ability to get close to wildlife
2. The remote location of the site (away from a major road or development)
3. The availability of information about wildlife at the site
4. Being outdoors with family and friends
5. Number of other people present at the viewing site
6. Safety of the viewing site
7. Cost and ease of access to the site
8. Travel time to the site
9. Presence of specific target wildlife at the site
10. Variety of wildlife to see at the site
11. Number of animals to see at the site
12. Non-wildlife scenery (river views, mountain views, etc.)
13. The level of certainty that I will see the targeted wildlife at the site

11b. How do you rank the following characteristics of a wildlife viewing trip in terms of their importance for an enjoyable experience?

Select a unique rank for each item below.

[Drop down list: 1=most important, 2=second, 3=third, 4=fourth, 5=least important]

1. Number of other people present at the viewing site
2. Ability to get close to wildlife at the site
3. Cost and ease of access to the site
4. The remoteness of the site (away from a major road or development)
5. The level of certainty that I will see targeted wildlife at the site

12a. For that same [Q2 season] 2011 wildlife-viewing trip to the [region X] region, did you purchase a trip package, such as a cruise, a guided recreation, hunting or fishing trip, that covered all or part of your expenses?

12b. (If yes to Q12a) Please complete the table below regarding your trip package expenses.

Total Trip Package Cost for the Household	[\$]
<i>Indicate which items were included in the trip package</i>	
Air travel within Alaska	[Checkbox]
Ground transportation within Alaska (e.g., train, ferry, bus, van)	[Checkbox]
Lodging within Alaska	[Checkbox]
Guide, outfitter, charter, and/or transporter fees	[Checkbox]
Groceries and/or meals	[Checkbox]
Equipment rental	[Checkbox]
Fees and licenses	[Checkbox]
Other expenses [Please List]	[Checkbox]

Note: Do not use commas. Round to the nearest dollar.

The next sets of questions ask you to recall details about expenditures [that were not included in your trip package but that] you incurred for the [Q2 season] 2011 **wildlife-viewing trip** to the [region X] region.

Note: green text only appears for respondents that purchased a trip package

13a. **For that same wildlife-viewing trip in [season] 2011 to the [X] region, select all categories that describe your trip-related expenses in Alaska.** Check all that apply. Only include purchases you (or members of your household) made for your household. Do not include purchases others made for your household. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.

1. Licenses, tags, and fees
2. Fuel for vehicles (car, boat, RV, airplane)
3. Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV within Alaska)
4. Guide, outfitter, charter, and transporter fees
5. Groceries, food, liquor purchased at stores
6. Meals purchased at restaurants and bars (including fast food)
7. Lodging (hotels, campgrounds, cabins)
8. Equipment rental
9. Souvenirs and gifts
10. None of the above

13b&c. For each **trip** expense that you selected in the previous question, enter the total amount you paid and select the region or regions where your household made the purchase(s). **Click to view the Alaska State Map for reference.**

Type of Expense	13b. Total Amount You & Your Household Spent in Alaska	13c. (1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
Licenses, tags, and fees	[\$]	[Check box for each region]
Fuel for vehicles (car, boat, RV, airplane)	[\$]	[Check box for each region]
Transportation fees or tickets (commercial airplane, ferry, boat, rental car or RV <i>within</i> Alaska)	[\$]	[Check box for each region]
Guide, outfitter, charter, and transporter fees	[\$]	[Check box for each region]
Groceries, food, liquor purchased at stores	[\$]	[Check box for each region]
Meals purchased at restaurants and bars (including fast food)	[\$]	[Check box for each region]
Lodging (hotels, campgrounds, cabins)	[\$]	[Check box for each region]
Equipment rental	[\$]	[Check box for each region]
Souvenirs and gifts	[\$]	[Check box for each region]
No expenses. They were included in the trip package.		

14. In total, how much do you think the overall cost of your **trip** was, for you and your household? Include what you spent before, during, and after your trip, and purchases you made in Alaska, online, and outside of Alaska, if relevant.
[\$]

15a. As you know, some of the costs of travel, such as gasoline, have been increasing recently. If the cost of this [Q2 season] 2011 **trip** had increased by [\$X (*randomly select from amounts: \$10, \$130, \$250, \$370, \$490*)] would you or your household still have made the trip?
[Yes/No]

15b. *If Yes:* If the cost of your trip had increased by [\$X*2] would you or your household still have made the trip?
[Yes/No]

15c. *If No:* If the cost of your trip had increased by [\$X/2] would you or your household still have made the trip?
[Yes/No]

- 15d. What is the **maximum** amount that you would have been willing to pay for this particular **trip in addition** to your actual cost?
- 16a. Would you have been willing to pay [\$Y (*randomly select from amounts: \$10, \$130, \$250, \$370, \$490*)] more than you actually paid for your trip, if you had been able to visit an area specifically managed that ensures you could have viewed one or more species particularly important to you?
[Yes/No]
- 16b. *If Yes:* Would you have been willing to pay [\$Y*2] to visit such a wildlife area?
- 16c. *If No:* Would you have been willing to pay [\$Y/2] to visit such a wildlife area?
- 16d. What is the **maximum** amount that you would have been willing to pay to visit such a wildlife area?
- 17a. Now think back to all the purchases related to **wildlife viewing equipment and gear** you and your household made in 2011. **Which of the following types of purchases did you and your household members make?** Check all that apply. Include only purchases your household made in Alaska and exclude those that your household made via catalogs and on the internet.
1. Personal gear (clothing, shoes, sun glasses, sun screen, bug spray, etc.)
 2. Camping gear (cooler, tent, sleeping bag, lanterns, etc.)
 3. Photographic equipment (cameras, lenses, tripods, etc.)
 4. Binoculars and spotting equipment
 5. Defensive gear (bear spray, electric fence, etc.)
 6. Other gear (identification books, guidebooks, etc.)
 7. Purchased terrestrial and aquatic vehicles (boats, canoes, kayaks, rafts, ATVs, trailers, hitches, etc.)
 8. Purchased airplane and accessories
 9. Other vehicle expenditures (storage fees, license, training, etc.)
 10. Maintenance and repairs for vehicles (including land, water, and air)
 11. Registration and license fees (vehicle, boat, airplane, etc.)
- 17b. **For each purchase that you identified in the last question, enter the total amount you and members of your household paid for it and indicate the region or regions where you bought it.** Click on the map to view the five regions of Alaska.

Type of Expense	17b. Total Amount You & Your Household Spent in Alaska	17b. (1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
	[\$]	[Check box for each region]
	[\$]	[Check box for each region]

- 17c. Some of the items you listed in the previous question may be used for activities other than wildlife viewing. **For each item, please consider all the times you use it and estimate what percentage of these times involve wildlife viewing in Alaska.** For

example, if you bought a pair of binoculars for a trip in 2011 and you think you will use it 10 times total, of which 5 times will be for wildlife viewing in Alaska, you would answer 50%.

Type of Expense	17c. Percentage used for wildlife viewing in Alaska
	[%]
	[%]

Some Alaskans who enjoy **viewing wildlife** purchase land, cabins, sheds, or other structures to use during wildlife-viewing trips.

18a. Did your household purchase real estate or spend money maintaining existing real estate assets to use primarily for the purpose of wildlife viewing during 2011?
[Yes/No]

18b. [If yes] Please describe the real-estate related expenses **from 2011** for real estate your household **primarily** uses in Alaska for **viewing wildlife**. [Click to view the Alaska State Map for reference.](#)

Type of Expense	Total Amount You & Your Household Spent in Alaska	(1) North, (2) Interior, (3) Southwest, (4) Southcentral, (5) Southeast
Real estate construction (e.g., cabins, sheds, other buildings or structures)	[\$]	[Check box for each region]
Real estate maintenance and repairs	[\$]	[Check box for each region]

19a. In 2011, did you enjoy seeing wildlife near your home or in your daily life?
[Yes/No]

19b. [If yes] During 2011, which species did you enjoy seeing near your home or in your daily life? Please choose all that apply.
[terrestrial mammals/birds/marine mammals]

20. In 2011, did you make any expenditures to enhance your interactions with wildlife around your home or in your daily life?
[Yes/No]

21. Below please list up to five items of purchases you made that were most important for your interactions with wildlife around your home and in your daily life. Please also tell us how much you spent for each item in 2011. Example: Bird food, \$400

Type of Expense	21. Total Amount You and Your Household Spent in Alaska
Item #1:	\$ _____
Item #2:	\$ _____
Item #3:	\$ _____
Item #4:	\$ _____
Item #5:	\$ _____

22. As you know, some items, such as bird food, that might be part of your interactions with wildlife around your home and in your daily life, are becoming more expensive. If the most recent purchase of these items had cost more than your actual expenditures, would you still have bought them?
[Yes/No]

Note: The following questions are optional.

23. Are you male or female?
[Male/Female]
24. In what year were you born?
[19XX]
25. What do you consider yourself to be?
- a. Asian
 - b. Black or African American
 - c. Hispanic
 - d. Native Alaskan
 - e. Native American
 - f. White
 - g. Other - please specify:
26. Is your household income...
- Less than \$25,000
 - \$25,000-\$49,999
 - \$50,000-\$74,999
 - \$75,000-\$99,999
 - \$100,000-\$124,999
 - \$125,000-\$149,999
 - \$150,000-\$200,000
 - More than \$200,000
27. What is the highest level of education you had the opportunity to complete?
[Less than high school/ High school/ Some college/ Associates or trade degree/ Bachelors degree/ Masters degree/ Doctorate]

28. Is anyone in your household a member of a conservation or outdoor organization, a wildlife association, or a hunting club? This could be local, national, or international. [Yes/No]

29. We'd love to hear about your wildlife-related experiences in Alaska. Please share in **the** space provided below.

Follow-Up. Please enter your contact information below so we may contact you if you win one of the five \$250 cash cards in the drawing.

a. Name:

b. Address 1:

c. Address 2:

d. City:

e. State:

f. Zip:

g. Email Address:

Note: Contact information is used only for the purpose of this research study; no names are associated with answers ensuring your complete anonymity.

Thanks for completing this survey.

For more information about wildlife in Alaska, please visit [ADFG website].